



Module Descriptor

Title	Marketing Research Practice		
Session	2025/26	Status	Existing
Code	MARK08008	SCQF Level	8
Credit Points	20	ECTS (European Credit Transfer Scheme)	10
School	Business and Creative Industries		
Module Co-ordinator	V Will		
Summary of Module			
This module discusses with students both the rationale for and the practice of marketing research so that they develop an understanding of why and how to conduct robust research in marketing. The emphasis during the module will be on the practice of marketing research which means that in lectures students will be encouraged to investigate and understand the why of marketing research, while through the workshops and the coursework they will have the opportunity to practise the how aspect (and so will have the opportunity to build their knowledge of, and practise, the skills required which is important from a real world/employability perspective). This module is marketing research focused, but may be useful to students outwith the marketing subject area. The syllabus will include the following areas: • The relevance of marketing research for organisations • The marketing research process • Secondary data collection • Primary data collection • Designing questionnaires • Sampling methods • Data analysis and presentation			

Module Delivery Method	On-Campus¹ ☒	Hybrid² ☐	Online³ ☐	Work -Based Learning⁴ ☐		
Campuses for Module Delivery	☐ Ayr ☐ Dumfries	☐ Lanarkshire ☐ London ☒ Paisley	☐ Online / Distance Learning ☐ Other (specify)			
Terms for Module Delivery	Term 1	☒	Term 2	☐	Term 3	☐
Long-thin Delivery over more than one Term	Term 1 – Term 2	☐	Term 2 – Term 3	☐	Term 3 – Term 1	☐

Learning Outcomes	
L1	Evaluate and discuss the various marketing research tools and techniques available to the organisation
L2	Investigate and analyse a given market situation and/or problem using appropriate research methods
L3	Discuss and present research-related material logically and succinctly in an appropriate format
L4	Demonstrate the relevance of marketing research to the organisation
L5	

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	During completion of this module, there will be an opportunity to achieve core skills in:
Knowledge and Understanding (K and U)	SCQF 8 Knowledge and understanding of the relevance of marketing research for organisations; the marketing research process; data collection techniques and methods of analysis plus how to present data clearly and effectively.
Practice: Applied Knowledge and Understanding	SCQF 8 Carrying out a research project and analysing information gathered: using electronic sources of information to gather research material on a given topic. Conducting practical research tasks such as preparing questioning devices and conducting interviews.

¹ Where contact hours are synchronous/ live and take place fully on campus. Campus-based learning is focused on providing an interactive learning experience supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus contact hours will be clearly articulated to students.

² The module includes a combination of synchronous/ live on-campus and online learning events. These will be supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus and online contact hours will be clearly articulated to students.

³ Where all learning is solely delivered by web-based or internet-based technologies and the participants can engage in all learning activities through these means. All required contact hours will be clearly articulated to students.

⁴ Learning activities where the main location for the learning experience is in the workplace. All required contact hours, whether online or on campus, will be clearly articulated to students

Generic Cognitive skills	SCQF 8 Critically evaluating and interpreting research information in order to define and recommend a market-specific response/course of action. Assessing the relevance of research tools and techniques in relation to a specific business situation
Communication, ICT and Numeracy Skills	SCQF 8 Gathering marketing research data using e-sources of information. Conveying complex marketing research information and proposed courses of action to an audience in order to assist with business decision-making. Oral presentation(s). Using a range of standard applications such as MS Word, MS Excel and MS Powerpoint to obtain, process and present data. Using Qualtrics questionnaire design and data analysis software. Introduction to qualitative data analysis software such as Quirkos
Autonomy, Accountability and Working with Others	SCQF 8 Working individually and in groups in order to prepare class work and if appropriate, assessed items. The individual is accountable to the group for their work. Adopting a professional/managerial orientation in order to facilitate group work. Pre-requisites: Before undertaking this module th

Prerequisites	Module Code	Module Title
	Other	
Co-requisites	Module Code	Module Title

Learning and Teaching	
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours.	
Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	Student Learning Hours (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture / Core Content Delivery	12
Laboratory / Practical Demonstration / Workshop	24
Asynchronous Class Activity	24
Independent Study	140
Please select	
Please select	
TOTAL	200

Indicative Resources

The following materials form essential underpinning for the module content and ultimately for the learning outcomes:

Prescribed text:

Nunan, Daniel, David F Birks and Naresh K Malhotra (2020). Marketing Research Applied Insight Pearson (6th edition)

or:

McQuarrie, Edward F (2016). The Market Research Toolbox Sage (4th edition) Times/Prentice Hall.

(N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements

In line with the [Student Attendance and Engagement Procedure](#), Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time.

For the purposes of this module, academic engagement equates to the following:

The university is committed to providing a supportive learning environment that actively facilitates student success. In this module, there is a high degree of student-led flexibility. You are academically engaged if you are regularly engaged with scheduled live sessions on-campus and online, including engaging with online learning activities in your own time, course-related learning resources, and with timely completion and submission of assessments.

Equality and Diversity

The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: [UWS Equality, Diversity and Human Rights Code](#).

In line with current legislation (Equality Act, 2010) and the UWS Equality, Diversity, and Human Rights Code, our modules are accessible and inclusive, with reasonable adjustment for different needs where appropriate. Module materials comply with University guidance on inclusive learning and teaching, and specialist assistive equipment, support provision and adjustment to assessment practice will be made in accordance with UWS policy and regulations. Where modules require practical and/or laboratory based learning or assessment required to meet accrediting body requirements the University will make reasonable adjustment such as adjustable height benches or assistance of a 'buddy' or helper.

(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	Please select
Overall Assessment Results	☐ Pass / Fail ☒ Graded
Module Eligible for Compensation	☒ Yes ☐ No If this module is eligible for compensation, there may be cases where compensation is not permitted due to

	programme accreditation requirements. Please check the associated programme specification for details.
School Assessment Board	MITE
Moderator	X (Shelly) Guo
External Examiner	A Gibb
Accreditation Details	
Module Appears in CPD catalogue	☐ Yes ☒ No
Changes / Version Number	

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Portfolio of work, comprising up to 4000 words in total - 100% of the marks for the module. Students have weekly tasks to write up into a learning Portfolio as a 'learning log' style of assessment – they learn about, practise and reflect on the concepts and skills of the module then in short (approx. 400 words) essays, answer specific tasks/report in their Portfolio. The essays are presented as one document submitted at the end of the module
Assessment 2
Assessment 3
(N.B. (i) Assessment Outcomes Grids for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed. (ii) An indicative schedule listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Component 1							
Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
	☒	☒	☒	☒	☐	100	0

Component 2							
Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
	☐	☐	☐	☐	☐		

Component 3							
Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours

	☐	☐	☐	☐	☐		
Combined total for all components						100%	hours

Change Control

What	When	Who
Transferred module descriptor to the new template	29 July 2025	V Will